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PATENT COOPERATION TREATY

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From the
INTERNATIONAL PRELIMINARY EXAMINING AUTHORITY

To:

ZACCO DENMARK A/S
Aaboulevarden 17
P.O. Box 5020
DK-8100 Aarhus C
DANEMARK

NOTIFICATION OF TRANSMITTAL OF
THE INTERNATIONAL PRELIMINARY
EXAMINATION REPORT

(PCT Rule 71.1)

Date of mailing (day/month/year)	27.08.2004
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Applicant's or agent's file reference P 2002 01723 WO	IMPORTANT NOTIFICATION	
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International application No. PCT/DK 03/00761	International filing date (day/month/year) 06.11.2003	Priority date (day/month/year) 06.11.2002
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Applicant LP HOLDING APS et al.

1. The applicant is hereby notified that this International Preliminary Examining Authority transmits herewith the international preliminary examination report and its annexes, if any, established on the international application.
2. A copy of the report and its annexes, if any, is being transmitted to the International Bureau for communication to all the elected Offices.
3. Where required by any of the elected Offices, the International Bureau will prepare an English translation of the report (but not of any annexes) and will transmit such translation to those Offices.

4. REMINDER

The applicant must enter the national phase before each elected Office by performing certain acts (filing translations and paying national fees) within 30 months from the priority date (or later in some Offices) (Article 39(1)) (see also the reminder sent by the International Bureau with Form PCT/B/301).

Where a translation of the international application must be furnished to an elected Office, that translation must contain a translation of any annexes to the international preliminary examination report. It is the applicant's responsibility to prepare and furnish such translation directly to each elected Office concerned.

For further details on the applicable time limits and requirements of the elected Offices, see Volume II of the PCT Applicant's Guide.

The applicant's attention is drawn to Article 33(5), which provides that the criteria of novelty, inventive step and industrial applicability described in Article 33(2) to (4) merely serve the purposes of international preliminary examination and that "any Contracting State may apply additional or different criteria for the purposes of deciding whether, in that State, the claimed invention is patentable or not" (see also Article 27(5)). Such additional criteria may relate, for example, to exemptions from patentability, requirements for enabling disclosure, clarity and support for the claims.

Name and mailing address of the international preliminary examining authority:	Authorized Officer
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European Patent Office
D-80298 Munich
Tel. +49 89 2399 - 0 Tx. 523656 epmu d
Fax: +49 89 2399 - 4465

Authorized Officer

Baumann, H

Tel. +49 89 2399-2131



PATENT COOPERATION TREATY
PCT
INTERNATIONAL PRELIMINARY EXAMINATION REPORT
(PCT Article 36 and Rule 70)

Applicant's or agent's file reference P 2002 01723 WO	FOR FURTHER ACTION	See Notification of Transmittal of International Preliminary Examination Report (Form PCT/PEA/416)
International application No. PCT/DK 03/00761	International filing date (day/month/year) 06.11.2003	Priority date (day/month/year) 06.11.2002
International Patent Classification (IPC) or both national classification and IPC G09F19/12		
Applicant LP HOLDING APS et al.		

1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.

2. This REPORT consists of a total of 5 sheets, including this cover sheet.

This report is also accompanied by ANNEXES, i.e. sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).

These annexes consist of a total of sheets.

3. This report contains indications relating to the following items:

- I Basis of the opinion
- II Priority
- III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- IV Lack of unity of invention
- V Reasoned statement under Rule 66.2(a)(ii) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- VI Certain documents cited
- VII Certain defects in the international application
- VIII Certain observations on the international application

Date of submission of the demand 13.05.2004	Date of completion of this report 27.08.2004
Name and mailing address of the international preliminary examining authority:  European Patent Office D-80298 Munich Tel. +49 89 2399 - 0 Tx: 523656 epmu d Fax: +49 89 2399 - 4465	Authorized Officer Whittington, J Telephone No. +49 89 2399-2781



**INTERNATIONAL PRELIMINARY
EXAMINATION REPORT**

International application No. PCT/DK 03/00761

I. Basis of the report

1. With regard to the **elements** of the international application (*Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17)*):

Description, Pages

1-11 as originally filed

Claims, Numbers

1-27 as originally filed

Drawings, Sheets

1/8-8/8 as originally filed

2. With regard to the **language**, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.

These elements were available or furnished to this Authority in the following language: , which is:

- the language of a translation furnished for the purposes of the international search (under Rule 23.1(b)).
- the language of publication of the international application (under Rule 48.3(b)).
- the language of a translation furnished for the purposes of international preliminary examination (under Rule 55.2 and/or 55.3).

3. With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:

- contained in the international application in written form.
- filed together with the international application in computer readable form.
- furnished subsequently to this Authority in written form.
- furnished subsequently to this Authority in computer readable form.
- The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.
- The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.

4. The amendments have resulted in the cancellation of:

- the description, pages:
- the claims, Nos.:
- the drawings, sheets:

**INTERNATIONAL PRELIMINARY
EXAMINATION REPORT**

International application No. PCT/DK 03/00761

5. This report has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed (Rule 70.2(c)).
(Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report.)

6. Additional observations, if necessary:

V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Yes: Claims	1,27
	No: Claims	6,16,25
Inventive step (IS)	Yes: Claims	1,27
	No: Claims	
Industrial applicability (IA)	Yes: Claims	1-27
	No: Claims	

2. Citations and explanations

see separate sheet

**INTERNATIONAL PRELIMINARY
EXAMINATION REPORT - SEPARATE SHEET**

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Re Item V

Reasoned statement under Rule 66.2(a)(ii) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1). Reference is made to the following documents:

- D1: WO 98/43231 A (THOMSEN ERIK BROGAARD ; LOGO PAINT (DK)) 1 October 1998 (1998-10-01)
- D2: WO 00/63868 A (PALMEROLA MIR JESUS ; MARKET SP 94 S L (ES)) 26 October 2000 (2000-10-26)
- D3: WO 93/04559 A (RICHMAN JOSEPH MICHAEL) 4 March 1993 (1993-03-04)
- D4: DE 198 37 887 A (APA ADELFANG & PARBEL GMBH & C) 24 February 2000 (2000-02-24)
- D5: EP-A-0 810 780 (MARKET SP 94 S L) 3 December 1997 (1997-12-03)

2). Claims 1 and 27:

Claim 1 defines a method for producing a print design for a plain print carrier which is optimised to be viewed from a certain angle. The method comprises the steps of projecting the area of the original print carrier onto a plane which is perpendicular to the preferred line of sight, and using this reduced area as the limit for the print design. This projected area is then transformed back to the original print carrier area, whereby the requisite stretching of the print design automatically provides a perspectively distorted image which is optimised to that preferred viewing angle.

2.2). Although it is known in the prior art to create such perspectively distorted images, the ease of generating such an image simply by reference to the boundaries of the projected original area is not suggested by the prior art. D1 does not discuss the method of transform; D2 creates a deformation template by drawing lines projected to a camera angle in a virtual representation of a sports field; D3 describes a virtual, video generated, reverse perspective image blended onto a camera image; D4 uses a physical method for measuring the dimensions of a perspective distorted image from a distant, offset viewing angle using theodolite reconstructions; D5 also describes the use of perspective distorted images for compensating the tilt of the print carrier (including 90 deg), but only refers to a polar coordinate system for transformation, or a general computerised tabulation projection. None of the cited documents suggests the very simple approach of accommodating the print design to the projected area boundaries, and subsequently mapping those boundaries back to the original size.

**INTERNATIONAL PRELIMINARY
EXAMINATION REPORT - SEPARATE SHEET**

International application No. PCT/DK 03/00761

2.3). Claim 1 is therefore considered to be inventive, as is claim 27 for a computer readable medium which depends thereon.

3). Claim 6:

Document D5, however, and with reference to the figures, describes an advertisement print (7,11) comprising advertisement information, where the advertisement print is adapted for being positioned on a substantially plane surface of a print carrier (1,8), said surface having a predefined surface area and is parallel to an inclined plane (2,9) having a first inclination relative to the ground supporting said print carrier of more than 0 degrees, said advertisement comprising a first element (6,12) being a perspective projection of at least a three-dimensional element to said inclined plane (figures 2,4), where said perspective projection is based on a predefined viewpoint (see description, column 3 line 54 - column 4, line 13).

3.1). The subject-matter of claim 6 is therefore anticipated by D5, and is thereby not novel.

3.2). Claims 16 and 25:

The same argumentation applies for the same reasons to further independent apparatus claims 16 and 25, whereby in the case of claim 25, reference is additionally made to column 4, lines 35-36.

Other comments:

Contrary to the requirements of Article 6 PCT, the claims do not define the relevant subject-matter in terms of a single independent claim in each category, which in the present case would be appropriate, followed by dependent claims covering features which are merely optional in accordance with Rule 6.4 PCT.

The documents D1-D5 have not been identified in the description, which is appropriate in the present case, together with a brief summary of their contribution to the relevant background art in accordance with Rule 5.1(a)(ii) PCT.

The independent claims are not in the two-part form in accordance with Rule 6.3(b) PCT.